TV Forecast

# Miss US Television Crown May Be Yours!

See Page 6

JULY 22, 1950

# Now it's really FUN to play records!

Plays through any radio, phonograph or television set.

## RCA VICTOR "45"

**Loads in a flash—**

**Plays up to 50 minutes at just one push of a button**

Everyone says the RCA "45" sounds so life-like you can't tell the record from the original performance. And it's a system streamlined in size and cost, too. You'll get *real* pleasure playing the handy records (7-inches across) because the stars who make the hits are on "45."

We want to introduce you to the thousands of records now available on "45." So, when you buy the 45J, you get 6 coupons. They entitle you to one of the latest RCA Victor record releases each month for 6 months. And, at no extra cost to you!

Listen to the "45" yourself today! We're certain you'll agree you've never heard such clarity, depth, and brilliance on records.

*SOUNDS BETTER, PLAYS EASIER, COSTS LESS*

- No distortion
- No surface noise
- No pre-selected programs
- No posts to adjust
- No loading problem
- No storage problem
- No playing problem
- No "paying" problem

ALL FOR ONLY **$12.95** THE REGULAR PRICE OF THE CHANGER ALONE

FOR LIMITED TIME

YOU'LL GET 6 BONUS RECORDS (1 A MONTH FOR 6 MONTHS)

WITH RCA VICTOR "45" RECORD CHANGER

FOR THE REGULAR PRICE OF $12.95

See Your Favorite RCA VICTOR Dealer

# LETTERS to the Editor

All letters must be signed; names will be withheld if requested.

Sir:

As a mother of four children, I want to compliment you on the wonderful weekly cartoon series of "Paddy the Pelican." He's so cute we welcome him into our home each week, and the children color in the stories with crayons.

Chicago, Ill. MRS. R. R. HASTINGS

Sir:

I just sat down to read through our **TV Forecast** and glancing through the letters to the editor I happened to see the one from June Mattull who would like to hear if there are other "four TV set" families around. No, we don't have four, but six TVs in our family!

Racine, Wis. MRS. ROBERT ROTH

Sir:

When I see how Jack Mabley tears those poor people to shreds, I feel like tearing my **TV Forecast** to shreds, too. . . .

Chicago, Ill. ART KELLY

Sir:

All I need now is a big hole to dive into. Maybe that will teach me to mind my own business, eh? But thank you, Jack Mabley, for treating me so nice in your column. It was certainly unexpected and surprising.

Chicago, Ill. ARDEN LE CLERE

Sir:

Is Cactus Jim as old as he looks?

Chicago, Ill. D. VILLOURAL

**Ed. Note: No. Cactus Jim in real life is WNBQ actor Clarence Hartzell. He's considerably younger but does not reveal his exact age.**

Sir:

It seems to me that all the good programs are not televised during the summer. . . .

Chicago, Ill. BILL SANTOS

Sir:

Why do TV used car sponsors have three men announce? . . . each one has only about four lines to say, and they pass the mike back and forth. . . .

Chicago, Ill. MRS. FRANK J. ORTNER

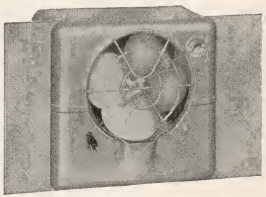
---

***TV* Forecast Now On Sale at Leading Newsstands**


SNO-BREZE AIR CONDITIONER WILL BRING YOU

REFRESHING SUMMER DAYS
RESTFUL SUMMER NIGHTS

It actually lowers temperature and filters air. Helps relieve hay fever sufferers. A boon to housewives at home all day. Refreshes husbands after a long hot day's work.



NOW ONLY $54.95

*(Other sizes for stores, factories and offices. Also units for direct current.)*

No installation, no plumbing necessary. Portable. To operate, put in any average size window, fill with water and plug in. 1 year warranty. Listed under Reexamination Service of Underwriters' Laboratories, Inc.

●

**Call today** for free showing in your home absolutely without obligation.

**OR WRITE** *for free descriptive literature*

**Drexel Cooling & Heating Co., Inc.**
**3913 S. Cottage Grove, Chicago 15**
**Telephone: KEnwood 8-2544**

EDITOR
**Robert A. Kubicek**

ADVERTISING
**Lester Vihon**
**Roy V. Whiting**

BUSINESS
**Norbert F. Dompke**

PRODUCTION
**John E. Groenings**

CIRCULATION
**Archie K. Fisher**

ASSOCIATE EDITOR
**Pat Cooper**

PROGRAM EDITOR
**Patricia E. Moran**

SPORTS EDITOR
**Ed Pazdur**

SPORTS PROMOTION
**Geoffrey Hunter**

FEATURES
**Jack Mabley**
**Chub McCarthy**
**Carole Wilk**
**Bob Lee**

## ON THE COVER

Ransom Sherman is the name. He's the gentleman who knocks on your screen each Monday thru Friday on WNBQ, channel 5. Your Doctor may say no olives, or sugar, but he can't take Sherman away. He's here to stay.

## NEXT WEEK • "TV Fans Love Pafko"

You'll want to buy next week's *TV Forecast* to read the story of Andy Pafko, favorite of Chicagoland television fans who see the games on WGN-TV and WBKB. Look for it Friday at your favorite newsstand.

JACKIE GLEASON'S early life prepared him for a full-time teevee show. The new MC of DuMont's "Cavalcade of Stars" was formerly a daredevil driver in an auto circus and diver in a water follies . . . "What else could happen on TV?" he asks . . . Mrs. Morey Amsterdam (see cut), the former Kay Patrick, complains she doesn't see much of her husband now that he has added "Broadway Open House" to his video stint. Kay, a former New York model, explains, "I see more of him on TV than at home!" . . . While touring with the Cole Bros. Circus, Bill "Hopalong Cassidy" Boyd had all his phone calls cleared thru his manager's room. One youngster called three times, disguising his voice in an effort to get thru to Hoppy his hero. The last time he phoned the manager asked who was calling and the lad answered "Tom Mix!"

KAY

**Ed Wynn is getting lots of mail on one of his recent inventions; a tiny bed for bedbugs, placed in the corner of your chamber. "The bedbugs see it and climb in, delighted to have a bed of their own," he laughs.**

Chicago may not be the scene of the Jack Carter portion of NBC's Saturday Night extravaganza. Snoopings reveal scouts are looking for a Broadway theater, instead . . . Carter leaves for Europe soon with his frau, the lovely Joan Mann . . . Count on seeing more of a 22 year old dazzler named Merle McHugh. You probably caught her on a recent Martin Kane show . . . If Burr Tillstrom's "Wizard of Oz" series for children comes thru this fall, as hoped, it will probably be a Sunday afternoon show . . . Ten year old Butch Cavell's debut on TV in the CBS show, "On Borrowed Time" deserves the Hogan Award of the Week. The kid is meant for television . . . Neil Hamilton, seen here in "Hollywood Screen Test," went summer stock at Lake Hopatcong, appearing in "Harvey." . . . At the Chicago Fair, TV demonstrator sets, pull a greater audience than the Atom bomb exhibit . . . It's been agreed—Bert Lahr will do a TV series for CBS this fall.

MENASHA

**Menasha Skulnik, NBC comic, doesn't always look so sad. His current job as a restaurant manager has him getting into more hot water than he can shake a tea bag at . . . Don't be surprised if Sen. Bob Taft makes a regular series of TV appearances on a network scale. Object: the White House in '52.**

Pembroke Davenport, choral director on the Paul Whiteman show, will have double duties this fall. He'll direct the music in "Out of This World," slated for Broadway.

**TV Forecast**

Vol. 3, No. 12

Published Weekly by Television Forecast, Inc.
185 N. Wabash, Chicago 1, FRanklin 2-6931.

Offices of New England Edition
137 Newbury St., Boston 16, Mass.

**Board of Directors:** Norbert F. Dompke, John E. Groenings, Lester Vihon, Roy V. Whiting, Robert A. Kubicek

**Subscription:** $5 per year; 2 years $8; single copies 15 cents.

**Now sold on leading newsstands.**

**Changes of Address:** Please advise this office as well as postmaster of change in address to assure proper delivery. Allow three weeks for processing of new subscriptions or change in address.

**Expirations:** First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our whole number. To find number of issues to be received before subscription expires, subtract whole number of this issue (#107 from numbers following the dash on the first line of address label.

**Entered** as 2nd class matter at the postoffice at Chicago, Ill. Additional entry at Boston, Mass.

**Copyright:** 1950 by Television Forecast, Inc. All rights reserved.

# Seek "Miss U.S. Television"

The first annual national search for a Miss U.S. Television begins this week. Single girls, between the ages of 18 and 28, will have the opportunity to compete for prizes plus a performance contract to appear regularly in television if their beauty and talent is judged the best.

Semi-final contests will take place in Chicago, New York, Philadelphia, Baltimore, Washington, D.C., Detroit, Omaha, Los Angeles, Boston, St. Paul and Indianapolis, with winners of the final competing for national honors at the Chicago Fair.

The contest, the first of its scope, will be conducted by Radio Features, Inc., under the auspices of *TV Forecast Magazine*, and with the cooperation of station WGN-TV.

Crowning of the Queen will be telecast from the Fair to all cities participating.

Reproduced below, is the official entry blank for contestants. All entries should be mailed to Miss U.S. Television Contest, c/o TV Forecast Magazine, 185 N. Wabash, Chicago 1.

The 1950 contest will run eight weeks, during which time contestants seeking the crown will appear on a TV show, wearing appropriate party dress or street clothes. Each girl will be given an opportunity to display whatever talent she possesses, and later in the show, each contestant will re-appear in a final judging in a bathing suit. Both semi-finalists and finalists will win prizes. More details will be announced in a later issue.

## "Miss U.S. Television" OFFICIAL ENTRY BLANK

The contestant understands that in entering the "Miss U.S. Television" Contest she must be at least 18 years of age and not more than 28 years of age on her last birthday and that she cannot have been married, divorced nor had the marriage annulled. The contestant further understands that in signing this official entry blank she automatically agrees to travel to the National Finals, to be held at the Chicago Fair in Chicago, Illinois, in the event she wins the local "Miss U.S. Television" Contest.

Judges decisions are final. Entries must be filled out in full and pasted or attached to the back of a recent photograph. Photo cannot be returned. Contestant authorizes the use of any official contest photographs for promotional and publicity purposes.

(Please Print)

NAME:_____

ADDRESS:_____ PHONE NO.:_____

CITY:_____ ZONE:____ STATE:_____

AGE:____ EMPLOYED BY:_____ DEPT. OR POSITION:_____

HEIGHT:_____ WEIGHT:_____ TALENT: (CHECK ONE)

COLOR OF HAIR:_____ Singer_____, Dancer_____

Have you ever been a contestant in a beauty contest? YES____ NO____ Instrumentalist_____, Other_____

Explain other:_____

I am enclosing a photograph of myself and hereby agree to abide by all the rules and regulations of the "Miss U.S. Television of 1950" Contest!

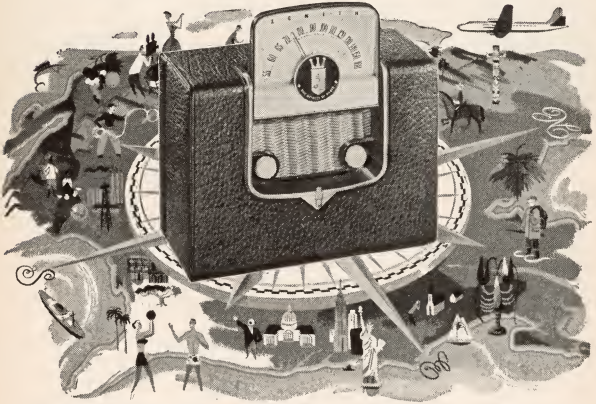
(Please sign full name in ink)

DATE:_____ _____

(Signature)

**Mail to Miss U.S. Television Contest, c/o TV Forecast, 185 N. Wabash, Chicago 1.**

# Now-BIG RADIO Power and Tone *in a Portable!*



## New Zenith "Universal"®

*with exclusive "Tip-Top" Dial and Wavemagnet*

**only $49.95*** *less batteries*

**West Coast and far South price slightly higher. Price subject to change without notice.*

Here is an extra-powerful standard broadcast portable—making new Zenith history! At home, or wherever you roam, this terrific performer brings in programs with power and tonal beauty comparable to many big console radios! Exclusive "Tip-Top" Dial with built-in Wavemagnet® swings up *above* the set for easier tuning, better reception! Plays on its own battery and AC or DC. Luggage-style case in buffalo-grained black or brown. Ideal for beach, porch, yard, vacation cottage—anywhere!

***Get a Demonstration at Your Zenith Dealer's Today***

Zenith Radio Corporation, Chicago 39, Ill.

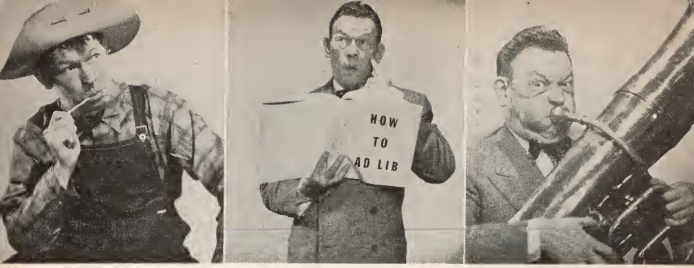
© 1950

ZENITH
MAKING DISTANCE® RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

**All Zenith® Models on Display at 333 N. Michigan Avenue, Chicago**

Not a sales room—select from complete Zenith line of television, radios and radio-phonographs and place order with your Zenith dealer. Open Monday through Saturday, 9 a.m. to 5 p.m.




# Advice to Allen: Forget Radio!

By JACK MABLEY

*I was hoping that Fred Allen would just forget he ever was on the radio, and pick up on his TV show where he left off when he quit the stage 15 or 20 years ago. But I read that he is going to bring along Mrs. Nussbaum, Sen. Claghorn, Titus Moody, and others from Allen's Alley.*

TV is much more closely related to the stage than to radio, and it makes more sense that a man with experience in both would favor the stage. Whenever a radio star announces a venture into television, I fear a repetition of such catastrophes as the College of Musical Knowledge and Stop the Music, which made the change from radio to TV without losing an iota of their imbecilic qualities.

There is a swarm of radio stars coming into TV next fall, and they could profitably scan the list of most successful TV shows now on the air. They'll discover almost all are original television, such as Berle, Studio One, Kraft, Ford, and Philco, Godfrey's Friends, Ed Sullivan, Garroway, Saturday Night Revue, Super Circus, Kukla, Fran and Ollie. This is not to suggest that radio people do not do well in television. It's just that they do better if they forget radio. . . .

---

*The next half of this column is a guest half-column. All the columnists take vacations this time of year and have very important People write guest columns. I don't get any vacation, but you're going to get a guest anyway—one of the most important People in your TV life. He is the guy who makes your set run.*

I have an unsigned letter from a TV service man, who points out with considerable logic that there are two sides of the griping against service.

"The reason I didn't sign my name is that I work in a radio-TV service shop," the man writes. "I'm not sure what the Boss would say about unauthorized publicity, and I need my job.

"The Servicemen and myself are a bit weary of being cussed all over the place because some of the Public *don't* or *won't* know what they paid for.

"They pay a small fee for warranty on parts. Then the shops are supposed to fix the TV for practically nothing, besides having to make trips back to the manufacturer to get the parts exchanged under the warranty.

"They are not even willing to pay for the time involved. If they bought a service policy you're supposed to drop everything and rush right over every time the picture isn't just perfect. That is quite often due to causes other than the TV itself.

*"If they can't get a picture due to their adjusting the adjustments on the set although they don't know enough about it to be able to work at it, we're cussed at some more.*

"Things are really in a mess not only here but in the other shops too. You can get the correct information about warranties, service, and guarantees from any or all companies which make TV. The largest, most reliable shops are not clip joints and they all have troubles too. How about ~~doing~~ some real explaining in your column and giving everyone a break?"

# WNBQ
# IS
# CHICAGO'S MOST POPULAR TELEVISION STATION!

The television viewers in the Chicago area have a decided preference for WNBQ programs. In fact, such a decided preference that WNBQ is by far the most popular television station in Chicago.

* * * *

Figures recently released by the American Research Bureau* for June, 1950 show WNBQ to have the *highest average rating* among the four Chicago television stations:

| | |
|---|---|
| WNBQ | 12.9 |
| Station B | 8.7 |
| Station C | 8.0 |
| Station D | 6.4 |

This marks the *third consecutive* month that WNBQ has been in first place — BY A WIDE MARGIN.

* * * *

The June report of the American Research Bureau also shows WNBQ with the most programs among the top twenty:

| | |
|---|---|
| WNBQ | 10 |
| Station B | 6 |
| Station C | 4 |
| Station D | 1 |

(Two programs tied for 20th place)

Of vital significance, too — during these days when there is a great desire for the latest and most complete news — are the rating figures of this report that have *every WNBQ news program ahead of every news program on every other station.*

* * * *

This pronounced popularity for WNBQ programs is a real challenge. It is a challenge that will be met during the coming weeks and months by an even greater line-up of stars and programs.

For the finest television entertainment watch WNBQ, Channel 5 . . . Chicago's Most Popular Television Station.

**NBC Television In Chicago**

*Continuing study of television viewing in metropolitan Chicago area and other leading cities.

## SATURDAY'S BEST ON CHANNEL 9

### 5:00 P.M.

### "THE CRUSHABLE JONES' JUBILEE"

Talented youngsters from the Chicago Park District perform in this new comedy series featuring Crushable Jones, an Al Capp cartoon character.

### 7:00 P.M.

### "COME TO THE FAIR"

A sparkling program of star entertainers telecast from WGN-TV's studios at the Chicago Fair.

### 8:00 P.M.

### CAVALCADE OF STARS

Jimmy Gleason introduces the top talent in show business.

### 9:00 P.M.

### WRESTLING

Jack Brickhouse describes the rough and tumble matches.

# Saturday

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

**12:30** 4 **Multiscope News** on the ticker tape

**12:50** 9 **Batting Practice** by Harry Creighton

**1:00** 4 **Bleacher's Club** with Manny Opper

**1:05** 9 **Lead-Off Man** with Harry Creighton

**1:10** 4 **What's The Score?** Linn Burton mc

**1:20** 9 **Baseball:** Cubs vs New York Giants

**1:25** 4 **Baseball:** Cubs vs. New York Giants

**3:30** 4 **Lucky Fan** with Joe Wilson
9 **Extra Inning** with Jack Brickhouse

**3:45** 9 **Test Pattern**

**4:00** 4 **Multiscope News** on the ticker tape
7 **Kieran's Kaleidoscope** Discussion

**4:15** 7 **Animal Clinic** How to take care of your sick pets discussed by Dr. Wesley A. Young. Guest: Don Driscoll with 2 skunks not yet descented

**4:30** 4 **Multiscope News** on the ticker tape
7 **Sagebrush Theater** Western feature film "Hittin The Trail" with Tex Ritter

**5:00** 4 **TV Billboard** Ticker tape news
9 **Crushable Jones' Jubilee** Juvenile talent show

**5:15** 4 **Week In Review**

**5:30** 4 **Lucky Pup Review** Doris Brown introduces sequences from the daily series
7 **Lois And Looey** Illustrations and cartoons for the youngsters
9 **Feature Film**

**6:00** 4 **Sailing To Adventure** with Cap'n Bill narrating serial story
5 **American Forum Of The Air** Discussion on "What Does CVA Mean To You?" Speakers: Sen. Arthur V. Watkins (R-Utah) and Assistant Sec. of Interior C. Girard Davidson
7 **Corrigan's Ranch** Western featuring Ray "Crash" Corrigan

**6:30** 5 **Bill Stern Sports Show**
7 **Lone Ranger** Western adventure series "Trouble For Tonto" Disguised as outlaw Black Eagle Tonto enables banker's son to escape from robber Buck Fargo
9 **To Be Announced**

**6:45** 4 **Film Shorts**

**7:00** 4 **Beat The Clock** Bud Collyer emcees quiz where time runs out quickly and penalties result
5 **Hawkins Falls,** Pop. 6,200 Midwestern town sets the scene for local gossip and incidents involving townspeople. News is narrated by Frank Dane. Town loafer put up for mayor causes havoc in episode "Election Crisis"
7 **Paul Whiteman TV Teen Club** Join the youngsters as they entertain with songs, dances, and music

**9 Come To The Fair** Lee Bennett brings you interesting highlights from the Chicago Fair

**8:00 4 Telemovie Time** Feature film "Should a Girl Marry?" with Anna Nagel and Warren Hull in whodunit where virtue triumphs in the end and D.A. wins the lady

**5 Trotting Races** from Roosevelt

**7 Circle Seven Theater** Western feature film

**9 Cavalcade Of Stars** Variety featuring Jackie Gleason mc and guests

**9:00 7 Girls Baseball:** Queens vs Music Maids described by Pat Flanagan

**9 Wrestling From Marigold** Main match: Buddy Rogers vs Bozo Brown narrated by Jack Brickhouse

**9:30 4 Al Benson's Talent Spotlight** presents variety-amateur revue headlined by Sax Mallard and the orchestra, Joe Williams vocalist and others

**5 Grand Marquee** Feature film

**10:30 4 Saturday Night Party** Variety revue starring the three emcees Les Lear, Don Gordon, and George Anderson

**10:45 5 Today's Ball Game** Film highlights from the game narrated by Tom Duggan

**11:00 9 Theater Of Thrills** Feature film

**12:00 4 Pix Of The News** with Ulmer Turner
**9 TV Forecast**

**(Stations reserve the right to change above listings without notice)**

**TOMORROW NIGHT**

**watch**

**"FIVE STAR MOVIES"**

**presenting**

**"The Crystal Ball"**

**starring**

**PAULETTE GODDARD • RAY MILLAND and WILLIAM BENDIX**

**6:30 P. M.**

**For comedy, music and laughs galore**

**watch**

**"GLOOM DODGERS"**

**starring**

**WILLIE SHORE**
**plus a special guest star**

**9:00 P. M.**

For studio audience tickets to "Gloom Dodgers" write to: ABC GUEST RELATIONS, 20 North Wacker Drive, Chicago 6, Illinois.

**WENR-TV**
**Channel 7**
**ABC-TV in Chicago**

## THIS SUNDAY

see

**Bob Atcher and Bill Boyd**
**in Meadow Gold Ranch**
**Frontier Marshall Stories**

WGN-TV Channel 9 7 to 8 P.M.

also

**Bob Atcher and**
**Hopalong Cassidy**

WNBQ Channel 5 5 to 6 P.M.

## PRECISION TIPS

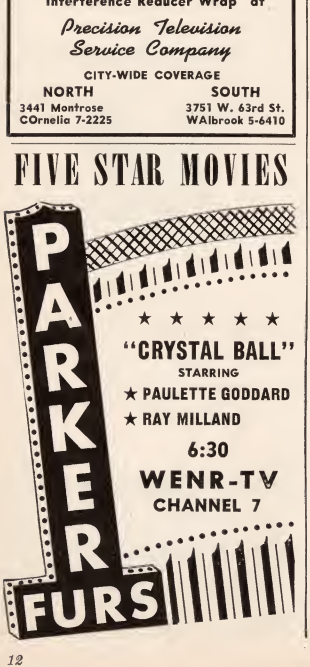
*Have you interference problems?*
**Pick up your FREE**
**"Interference Reducer Wrap" at**

*Precision Television*
*Service Company*

CITY-WIDE COVERAGE

| NORTH | SOUTH |
|---|---|
| 3441 Montrose | 3751 W. 63rd St. |
| COrnelia 7-2225 | WAlbrook 5-6410 |

## FIVE STAR MOVIES







# Sunday

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

10:00 4 **TV Billboard** Ticker tape news
10:30 4 **Multiscope News** on the ticker tape
11:30 4 **Show Kids** Bill Bailey emcees this young amateur hour where mothers introduce their offspring
12:00 7 **Bible Stories** told by Kay Morrow
12:25 7 **Jack Holden** Commentary
12:30 4 **Uncle Egbert** Cast includes all those you'd expect to find in a standard local community
7 **Morris B. Sachs Amateur Hour**
12:50 9 **Batting Practice** by Harry Creighton
1:00 4 **Bleacher's Club** with Manny Opper
1:05 9 **Lead-Off Man** with Harry Creighton
1:10 4 **What's The Score?** asks Linn Burton
1:20 9 **Baseball:** Cubs vs New York Giants (2)
1:25 4 **Baseball:** Cubs vs New York Giants (2)
1:30 7 **Lone Ranger** Saturday repeat telecast
2:00 7 **Hopalong Cassidy** Western adventure "Bar 20 Rides Again"
3:10 7 **Kiddie Comics** Cartoons for youngsters
3:20 7 **Fairy Tales** for all small-fry
3:30 4 **Field Recap**
5 **Front Line Camera** INS newsreel reports with Len O'Connor
7 **Sunday At The Bronx Zoo** with Durwood Kirby and Bill Bridges taking a tour through the penguine house
9 **Extra Inning** with Jack Brickhouse
3:40 4-9 **Second Game**
4.00 5 **Meet The Press** Reporters quiz a figure in the news, Martha Rountree mc
7 **Super Circus** present John W. Tibor & his trained sea lions, Tony and Betty Alvirado, high wire act; Riesarans, acrobatics; Serge Flash renowned juggler plus the regular cast
4:30 5 **Film** "Last Frontier" and cartoon "The Goose that Laid the Golden Egg"
5:00 5 **Meadow-Gold Ranch** with Bob Atcher and Hoppy. Film
7 **Singing Lady** Ireene Wicker relates the second part of "Pinocchio"
5:30 7 **Cartoon Teletales** Art lessons, illustrations, and stories for children
5:45 4 **Lucky Fan** with Joe Wilson
6:00 4 **Gene Autry Show** "Gold Dust Charlie" with Pat Buttram, Sheila Ryan, and Sam Flint. Discovery of gold while diggin Charlie's grave leads to adventure & capture of the murderer
5 **Zoo Parade** Jim Hurlbut and R. Marlin Perkins take a European zoo visit. Feature animal: Heinie II baby chimpanzee
7 **Think Fast** Panel members vie for points
9 **Starlit Time** Phil Hanna and Bill Williams emcee variety revue
6:30 4 **By Popular Demand** Professionals compete with each other at request of viewers, Robert Alda emcee
5 **Watch The World** Interesting and educational spots in the American and European scene with John C. Swayze

**Five Star Movies** presents "The Crystal Ball" with Paulette Goddard and Ray Milland. Comedy about a crystal gazers substitute who helps her own predictions become a reality

7

6:45 9 **Telenews** Highlighted headlines
7:00 4 **Toast Of The Town** Variety featuring the Toastettes, Ray Bloch and the orchestra, Ray Middleton mc, & Cathryn Lee ballerina
5 **So You Want To Lead A Band** Contestants see what they can do with the baton of Sammy Kaye

**Meadow-Gold Ranch** with Bob Atcher's Frontier Marshal stories featuring Bill Boyd

9

7:30 5 **Summer Nights' Dream** starring Francey Lane, Arthur Johnson, and Maxine Sullivan in musical revue
8:00 4 **Take Another Look** Fashion quiz show Sonny Mars mc & Bill Ott's music
5 **Masterpiece Playhouse** presents "Hedda Gabler" by Ibsen with Jessica Tandy, Walter Abel, Kent Smith, Margaret Phillips, and Richard Hart
9 **They Stand Accused** Re-enactment of courtroom procedure with actual lawyers taking leading roles
8:10 7 **Mysteries Of Chinatown** Drama
8:40 7 **Cameraman At Large** Film shorts
8:45 4 **Film Shorts**
9:00 4 **Vienna Philharmonic Orchestra** presents "The Unfinished Symphony" I. Josef Krips conductor and "Orpheus In Hades"
5 **Lights, Camera, Action** Walter Wolfe King emcees variety and drama
7 **Willie Shore Show** Comedy-variety with Peggy Dietrick vocalist, gags, guests

**Stars Of Tomorrow** Lee Bennett emcee of amateur talent session. Grand prizes for the winner

9

9:30 4 **Hollywood Playhouse** Feature film "The Case of the Missing Heiress"
5 **Tele-Movie Time** Feature "Gangs Inc."
7 **Lone Ranger** Western adventure series "The Man Who Came Back"

**Courtesy Theater** presents the feature film "I Met a Murderer" with James Mason and Pamela Killino as authoress who scripts a fugitive's life only to fall in love with him

9

10:00 7 **Comedy Carnival** Old time movie
10:45 5 **Today's Ball Game** Film highlights
11:00 7 **Sportscapades** Film
9 **Film**
11:15 9 **TV Forecast**
11:20 4 **Pix Of The News** with Ulmer Turner
11:25 4 **Treasure Hunt**
11:30 4 **Murder Before Midnight** Film segment
**(Stations reserve the right to change above listings without notice)**


*tune in*

**Sunday Nite at NINE**

**WGN-TV (Channel 9)**

THE ***BIG*** ALL WINNERS SHOW

**RUBINS'**
**"STARS OF TOMORROW"**

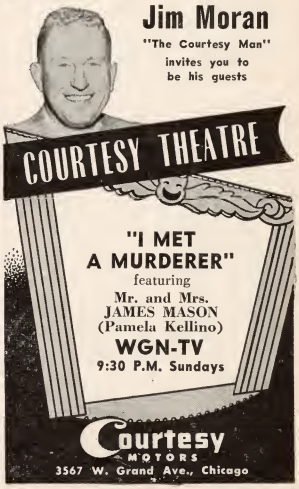
• *The winner receives:*

**$500.00 U. S. Savings Bond**
**A Year's Beauty Service**
**Vacation Tour for Two**
**Encyclopedia Set**
**Home Cooling Unit**

sponsored by rubin's

**1314 Milwaukee Avenue**

*"Chicago's Largest Outlying Store For Women"*



*Johnny Wayne (left) and Frank Shuster, stars, producers and writers of Canada's most popular radio show, are shown puzzling over their comedy skit before coming to the U.S.A. to make their debut on WBKB's "Toni Twin Time," Wednesday, July 26 on WBKB.*

**TV Set Break Down?**
**Consult Our Advertisers**


**FUN! PRIZES!**

*Play*

**STOP THE RECORD**

***Monday thru Friday***

**12:30 • WGN • TV**

**Presented by Authorized Dealers of**

*Universal*

**GAS RANGES**


## *TV Forecast for July 24, 1950*

# *Monday*

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

**10:00 9 Tom Wallace Show** Featurettes filled with info and viewing pleasure

**10:30 4 Multiscope News** on the ticker tape

**10:40 9 Individually Yours** Celeste Carlyle designs clothes for you

**11:00 7 Bob And Kay** Vote for the child you think is most telegenic

**9 Chicago Cooks** New views on food by Barbara Barkley, home economist

**11:30 4 Cooking Is Fun** Watch as Tina Redmon demonstrates this fact

**12:00 4 Bill Evans Show** Disc jockey plays the latest hit tunes

**7 Bob And Kay** (continued)

**9 Tom Wallace Show** (continued)

**12:30 9** **Stop The Record** Musical quiz with Frann and Rose

**1:00 4 Multiscope News** on the ticker tape

**9 Test Pattern**

**3:00 4 Homemakers' Exchange** A program especially planned to make cooking fun

**3:30 4 Multiscope News** on the ticker tape

**9 Health Talk** "Your Sinuses" by Dr. Raymond W. Kerwin of Loyola Univ.

**4:00 9 Stop, Look, And Learn** Harold Isbell interviews the ladies and gives some household hints

**4:30 4 TV Billboard** Ticker tape news

**5 Howdy Doody Show** with Clarabell the clown cutting capers for the kids

**9 Telephone Game** This may be your big chance to win, join the fun quiz

**5:00 4 Comic Capers** Magic tricks and today's funnies supply amusement for kids

**5 Cactus Jim** Western feature film "Paradise Canyon" I

**9 Small Fry Club** Bob instructs the children on a variety of subjects

**5:15 4 Time For Beany** and the crew and guests of the "Leakin' Lena" to sail

**5:30 4 Lucky Pup** Malice toward Foodini is threatened by Phineas P. Pinch

**9 Trail Blazers' Theater** Western film "Drifting Westward" I

**5:45 4 Wrangler's Club** Western feature film

**5:55 5 Record Spotlight** with Howard Miller reading your queries on records

**6:00 4 Vita Mix** Commercial

**5 Ransom Sherman Show** Small talk and music with Art Van Damme quintet

**7 Paddy The Pelican** Evokes small-fry laughter with his adventurous tales

**9 Captain Video** Adventure series starring Richard Coogan & Don Hastings

**6:15 4 Ulmer Turner** and up-to-the-minute news

**7 Hold 'Er Newt** Discussions in the fanciful community of Figg Center

**6:30 4 CBS News** Douglas Edwards reports

**5 Wendy Barrie Show** Interviews and chatter with & about the celebrities

**7 Adventure Time** Feature film serial

**9 Danny O'Neil At Home** Musical

**6:45** 4 **To be announced**
5 **News Caravan** with John C. Swayze
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

**7:00** 4 **Eddie Hubbard Show** Music, gags, and general commentary with the gang
5 **Menasha, The Magnificent, Skulnik** as the meek little character whom trouble seems to stalk
7 **Parade** Don and Vera Ward emcee this lineup of tops in talent

9 **Stop The Record** Frann Weigle spins records, musical quiz

**7:30** 4 **Prize Performance** Semi-professional talent judged by Arlene Francis and Peter Donald, Cedric Adams mc
5 **Voice Of Firestone** features Howard Barlow and orchestra accompanying Mimi Benzell soprano
7 **Dr. Fixum's Household Hospital** Tips on repair and upkeep
9 **Al Morgan Show** Musical variety with the maestro of the keyboard

**8:00** 4 **Candid Camera** Alan Funt presents John Q. Public off guard
5 **Your Hit Parade** Musical with Fosse and Niles dance team, Eileen Wilson vocalist, and Raymond Scott's orch.
7 **Premiere Playhouse** Feature film "52nd Street" Ian Hunter, Leo Carrillo, Ella Logan, Kenny Baker. Musical romance about history of a street
9 **World Is Yours** Travel film "Irish Isles"

**8:30** 2 **Film** (KS2XBS Experimental station)
4 **Community Theater** Feature film "Beyond Tomorrow" Charles Winniger, Harry Carey, and Jean Parker
5 **Stadium Concerts** from Lewisohn Stadium with Pierre Monteaux conductor & Stelle Anderson solo pianist
9 **Voyage To Three Continents** Film

**9:00** 9 **Hands Of Destiny** Mystery drama

**9:30** 5 **Who Said That?** Asks Robert Trout of Lorraine Day, Quentin Reynolds, and Deems Taylor
9 **Motion Picture Academy** Feature film "Klondyke Fury"

**9:35** 7 **My True Story** Drama

**10:00** 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

**10:05** 7 **Flana-Grams** Sports commentary

**10:10** 5 **Dorsey Connors Show** Commentary

**10:15** 4 **Wrestling From Hollywood** Film
5 **Today's Ball Game** Film highlights narrated by Tom Duggan

**10:20** 7 **Tele News Digest**

**10:30** 5 **Clifton Utley** and the late news

**10:45** 5 **But Not Forgotten** with Herbie Mintz

**11:00** 4 **Tomorrow's Weather**
5 **Broadway Open House** Variety revue starring Morey Amsterdam emcee with Andy Roberts vocalising
9 **Chicagoland Newsreel** Local news

**11:05** 4 **Murder Before Midnight** Film segment

**11:15** 9 **TV Forecast**

**11:40** 4 **Treasure Hunt** Quiz

**(Stations reserve the right to change above listings without notice)**


ASSOCIATED TELEVISION COMPANIES A T C

Demand the BEST TV SERVICE! Call ATC...

Bonded Service
GUARANTEED SATISFACTION
COMPLETE PROPERTY PROTECTION

For quick city-wide and suburban television service...Call ATC. ATC's expert technicians use the latest test equipment —thoroughly check—recondition—install all models for best reception! Demand the best in TV Service...Call ATC today

Phone AN dover 3-5547

QUIET!

Yes, now you can work or rest in absolute quiet while your family enjoys TV as loud as it likes. Amazing SILAVOX solves the problem with individual earphones, complete with volume control. See your nearest dealer today.

# Tuesday

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

**10:00** 9 **Tom Wallace Show** Variety of subjects for your viewing pleasure

**11:00** 4 **Multiscope News** on the ticker tape
7 **Bob And Kay** Veterans of the ad-lib art, these two furnish interesting chatter, news, tips, etc.
9 **Chicago Cooks** Hostess Barbara Barkley prepares the dinner table

**12:00** 4 **Bill Evans Show** Potluck of entertainment mixed and served by Bill
7 **Bob And Kay** (continued)
9 **Tom Wallace Show** (continued)

**12:30** 9 **Stop The Record** Music, clues, and prizes in quiz

**1:00** 4 **Multiscope News** on the ticker tape
9 **Test Pattern**

**3:00** 4 **Homemakers' Exchange** Best recipe of week is demonstrated for viewers

**3:30** 4 **Multiscope News** on the ticker tape

**4:00** 9 **Hi Ladies** Interviews and exhibits with Home Arts Guild ladies

**4:30** 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** with distractions of Clarabell and Mr. Bluster
9 **Telephone Game** Quiz with Jean Mowbry and Bill Bailey co-emceeing

**5:00** 4 **Comic Capers** The puppet rabbit Boo will charm the youngsters
5 **Cactus Jim** Western feature film "Paradise Canyon" II
9 **Small Fry Club** Before dinner meeting of the youngsters special club

**5:15** 4 **Time For Beany** to launch into another of his adventure tales

**5:30** 4 **Lucky Pup** Phineas has all kinds of trouble in store for Foodini
5 **Pet Shop** Discussion and interview show with expert on 8 varieties of gold fish, also learn how to win a Hopalong Cassidy bike by naming Gay's dog
9 **Trail Blazers' Theater** Western film "Drifting Westward" II

**5:45** 4 **Wrangler's Club** Tale of the lawless west in the days gone by

**6:00** 4 **Vita Mix** Commercial
5 **Ransom Sherman Show** features the vocalizing of Nancy Wright, Johnny Bradford, and a quartet
7 **Paddy The Pelican** Invites you to settle back and relax as he tells a story of his friends of the woods
9 **Captain Video** Unique Inventions help catch the enemy, Richard Coogan

**6:15** 4 **Hollywood Tele-Views** Interviews with Sunda Love presenting a guest from the Cypress Gardens Show
7 **Hold 'Er Newt** Join the conversation at the general store

**(Continued on page 17)**

## Nursemaid to a Curbstone Cutup

I went up to WBKB to interview Bill Taylor, director of the Ernie Simon show. I wanted to find out what it's like to be nursemaid to a curbstone cutup.

As I stepped from the elevator on the 12th floor of the State Lake Building, I found myself engulfed in a maelstrom of importance and activity. The reception room was a veritable obstacle-course of harried-looking people conferring hastily in crowded corners or dashing wildly in and out through busily swinging doors.

**TAYLOR**

I made my way to the reception desk and thence into Bill Taylor's office. After a moment, Bill joined me.

Taylor turned out to be a tall, well-pressed young man with a frank, open smile and a grip like a vise. After freeing my bruised fingers, I sat down and opened my notebook. I busied myself noting that Bill's eyes were brown and his hair both brown and curly. But his office was no more quiet than the reception room. A suspicious-looking woman was seated in a corner whispering into a telephone and messengers kept bursting into the room with urgent and important messages. After a few minutes, Bill and I fled to the mirrored coolness of the makeup room and had our interview there.

We started with the easy questions. Bill told me he was a Chicago boy; that he was born in 1921, 29 years ago; and that he was a graduate of Lakeview high and Northwestern university.

He went on to tell me that he was in the speech department at NU and majored in radio. He did some announcing while still in school, worked at WEAW and WMOR-FM. He also worked at WIND, where he labored as an actor. He also appeared in several school plays.

He spent the years of the war as staff sergeant in the Army Air Corps.

He was a mechanic and crew chief in the Eagle Squadron of the 8th Air Force, which, he claims, "shot down more enemy planes than any other American fighting group."

Bill came to WBKB straight from Northwestern. "Radio," he told me, "was all tied up. There wasn't any room for a greenhorn. But television was brand new, so I tried to get in there. I hounded all four Chicago stations for four months and WBKB finally hired me."

Bill started out at the proverbial bottom, but was rapidly promoted. He began as floorsweeper. He was then promoted to dolly-pusher, and after that to boom-man. He then moved up into a job as video-switcher, and then became a director.

What, I asked, does a director do?

Bill stopped long enough to light a cigarette. Then he continued. "Well," he said, "a director gets talent and scripts. He handles rehearsals, puts the show together, and then puts it on the air. When he's on the air, he sits at a desk overlooking the control room and the studio, gives instructions to the engineers, the cameramen, the mike-man, and generally directs the show. See?"

"Tell me," I said, "about Ernie Simon's show."

"Well," he replied, "I rehearse film and slide openings—you know, at the beginning, from the studio. I screen people who want to be interviewed, and I dream up gags. We're down there in front of the State-Lake Theater for Cole-Finder. Our job is to take advantage of every situation we can. It's a stunt show."

I nodded and waited.

He went on "Ernie uses me for a straight man. I've even had him stuff bananas down my throat!"

I snickered.

"Sure," he laughed. "That's one of the subtle refinements of directing."

I shifted in my chair and then fired my Big Question. "What," I said craftily, "is it like to be nursemaid to a curbstone cutup?"

Bill Taylor proved equal to the question. "Fabulous!" he snorted. "Fascinating! Filled with unexpected delights and heartrending moments!"

**(Continued on page 18)**

*TV Forecast for July 25, 1950*

# Tuesday
(Continued)

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

**6:30** 4 **Film Shorts**
5 **John Conte's Little Show** Musical variety with guest attractions
7 **Adventure Time** Feature film serial
9 **Danny O'Neil At Home** Musical revue

**6:45** 4 **Window Shopping** with Pat Banks
5 **News Caravan** John Swayze reporting
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

**7:00** 4 **Frontier Theater** Western feature film
5 **NBC Cinema Playhouse** Feature film "The Mark of Cain"
7 **Comedy Carnival** Old-time movies
9 **Dad's Root Beer Ranch** Leo Curley narrates western adventure film and tells how you can win a cocker spaniel puppy

**8:00** 4 **The Web** Drama
5 **Rendezvous With Music** featuring Carol Reed mc, Dan Gallagher, baritone, and Desimone Trio
7 **Sportscholar** Film highlights
9 **Cavalcade Of Bands** presenting the band of the week: Charley Barnet

**8:15** 7 **Cameraman At Large** Film shorts

**8:30** 4 **Girls Baseball:** Music Maids
5 **Circle Theater** Drama "The Rocking Horse"
7 **In The Morgan Manor** Musical variety with music by Russ Morgan

**9:00** 5 **Original Amateur Hour** with Ted Mack
7 **Tomorrow's Champions** Boxing bouts
9 **Wrestling From Marigold** with matches described by Jack Brickhouse

**10:00** 5 **Weatherman** Clint Youle discusses tomorrow's and today's climate
4 **Ernie Simon** The Curbstone Cutup cutting capers with the general public

**10:10** 5 **Dorsey Connors Show** General information and useful tips for ladies

**10:15** 5 **Today's Ball Game** with Tom Duggan
4 **Ulmer Turner** and late news bulletins

**10:30** 4 **Sports Roundup** with Joe Wilson
5 **Clifton Utley** and late news bulletins

**10:45** 4 **Tomorrow's Weather**
5 **But Not Forgotten** Herbie Mintz and Norm Barry take us back music-wise to when the "greats" were not so
7 **Pars, Birdies, And Eagles** Golf tips from Johnny Revolta & Jimmy Hines

**10:50** 4 **Murder Before Midnight** Questions based on portion of film viewed

**11:00** 5 **Broadway Open House** Jerry Lester stars as emcee of variety stanza

**11:15** 7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

**11:20** 4 **Treasure Hunt** Quiz

**11:30** 7 **Tele News Digest**
9 **TV Forecast**

**(Stations reserve the right to change above listings without notice)**

# Simon Exposed!

E. S.

(Continued from Page 17)

I grinned. "And what kind of guy is Ernie?—from your point of view."

Bill thought for a moment before he answered that one. "Well," he mused, "my concept of Ernie Simon is entirely different from that of a viewer, because I know him as an individual. On the air he's a clown, a cutup... sometimes even rude. But in real life, he's sincere and honest and has a heart of gold. He's a real fine fellow.

"You have no idea," he continued, "of the loyalty of Ernie's fans. I handle the fanmail while Ernie is busy with radio on WJJD. And reading a man's mail gives you a kind of insight into him."

I opened my mouth to ask a question, but Bill drove on. "You probably know," he said, "that Ernie was recently married."

I nodded.

"Well," he said, "Ernie Simon is just as loyal to his wife as a man can be. Why, he leaves for home at 10:15 every night—FAITHFULLY!"

"And which would you rather be: Ernie Simon or yourself?"

Bill replied without hesitation: "Myself."

**Please Say "I Saw It in *TV* Forecast**

*TV Forecast for July 26, 1950*

# Wednesday

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

**10:00** **9** **Tom Wallace Show** Two hours of a surprising variety of featurettes

**10:30** **4** **Multiscope News** on the ticker tape

**11:00** **7** **Bob And Kay** with music, gags, chatter, news, & general all-round info

**9** **Chicago Cooks** Different methods of preparation by Barbara Barkley

**11:30** **4** **Cooking Is Fun** if you're in the know says Tina Remdon

**12:00** **4** **Bill Evans Show** Pool of entertainment provided by stream of guests

**7** **Bob And Kay** (continued)

**9** **Tom Wallace Show** (continued)

**12:30** **9** **Stop The Record** Frann Weigle and Rose Dunn conduct musical quiz with clues and prizes for winners

**12:50** **9** **Batting Practice** by Harry Creighton

**1:00** **4** **Multiscope News** on the ticker tape

**1:05** **9** **Lead-Off Man** with Harry Creighton

**1:20** **9** **Baseball:** Sox vs Washington

**3:00** **4** **Homemakers' Exchange** Favorite recipes

**3:30** **4** **Multiscope News** on the ticker tape

**9** **Extra Inning** with Jack Brickhouse

**4:00** **4** **Florence Bourke Ellis Show** Wide range of subjects covered informally

**9** **Hi Ladies** Tommy Bartlette presents ladies of Home Arts Guild

**4:30** **4** **TV Billboard** Ticker tape news

**5** **Howdy Doody Show** Jolly times for the youngsters provided by the cast

**9** **Telephone Game** Give-away show

**5:00** **4** **Comic Capers** Fun time with Boo, Breezy, Cap'n Crusty, Don, and Vera

**5** **Cactus Jim** Western feature film "Rainbow Valley" I

**9** **Small Fry Club** Newscast and commentary designed for the juveniles

**5:15** **4** **Time For Beany** the captain and sea serpent to shove off for adventure

**5:30** **4** **Lucky Pup** Foodini's strange inventions prove quite useful

**9** **Trail Blazers' Theater** Western film "Riding The Cherokee Trail" I

**5:55** **5** **Record Spotlight** with Howard Miller interviewing a recording star

**6:00** **4** **Travel Time** Film

**5** **Ransom Sherman Show** Be sure and catch his news digest for top satire

**7** **Paddy The Pelican** Tales involving the woodland creatures, Paddy's friends

**9** **Captain Video** Join the Captain and his rangers as they seek enemies

**6:15** **4** **Ulmer Turner** with news bulletins

**7** **Hold 'Er Newt** Farming community and general store main attractions

**6:30** **4** **CBS News** with Douglas Edwards

**5** **Wendy Barrie Show** Guest interviews

**7** **Adventure Time** Feature film serial

**9** **Danny O'Neil At Home** Musical

**6:45** **4** **Window Shopping** with John Dunham

**5** **News Caravan** J. C. Swayze reporting

7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news
7:00 4 **Arthur Godfrey And His Friends**
5 **Fifteenth With Faye** Hostess Faye Emmerson introduces guest and along with Ken Banghart gives news item
7 **On Trial** Negative discussion on "Would adoption of French Foreign Minister Robert Schuman's plan for the pooling of French and German coal and Steel production promote peace?" Norman Thomas will speak
9 **Art Jarrett Show**
7:15 5 **Nature Of Things** Dr. Roy K. Marshall will discuss Gases: their properties and preparation
7:30 5 **Cameo Theater** Drama
7 **Author Meets The Critics** Discussion on "The American Mercury" with Lawrence Spevak ed. & pub. John McCaffrey mc
9 **Spell With Isbell** Can you beat the contestants? Harold Isbell emcee
8:00 4 **Twin Time** with Jack Lemmon mc guests will be Canada's top comedians Johnny Wayne and Frank Shuster (pg. 14)
5 **Kraft Theater** "Mr. Barry's Etchings" with John Shellie. Judson Barry's hobby of making 50 dollar bills places him in the middle with law on one side and guns of counterfeiting gang on the other
7 **Other Lands, Other People** Travel film
9 **World Is Yours** Travel film "Siam to Korea"
8:15 7 **Top Views In Sports** with Jimmy Evans
9 **Film Varieties**
8:30 4 **Television Talent Hunt** Amateur talent
7 **Wrestling From Rainbo** Wayne Griffin
9 **Plainclothesman** Mystery drama "Message from Beyond"
9:00 5 **Break The Bank** Jackpot quiz
9 **Tavern Treasure Time** Musical Quiz with Tony Parrish mc, and Mary Kaye Trio and Chicagoans quartet
9:15 4 **Doubleday Show** Commercial
9:30 4 **Wonders Of 1950** Commercial
5 **Film Short**
9 **Four Star TV Theater** Feature film "Hat's Off" John Payne in a hilarious comedy of publicity guys, gals, and gags
9:45 4 **America Dines** Film of eating places
5 **Reported Missing** Cases of missing persons are related by Jim Hurlbut
10:00 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle
10:10 5 **Dorsey Connors Show** Commentary
10:15 4 **Elmer Turner** and late news bulletins
5 **Today's Ball Game** with Tom Duggan
10:30 4 **Sports Roundup** with Joe Wilson
5 **Clifton Utley** and the late news items
10:45 4 **Tomorrow's Weather**
5 **But Not Forgotten** with Herbie Mintz
10:50 4 **Murder Before Midnight** Film segment
11:00 5 **Broadway Open House** Variety featuring songs by Andy Roberts and mc Morey Amsterdam
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news
11:15 7 **Tele News Digest**
9 **TV Forecast**

**(Stations reserve the right to change above listings without notice)**

***CLAUDE KIRCHNER, emcee of Stagedoor Revue, recently presented first prize check for $250 to Miss Ursula Faulisi of Elmwood Park, student of the Metropolitan School of Music. The show is presented by Lake Park Motors each Thursday on WGN-TV, and offers a similar grand prize every six weeks.***

Cactus Jim, WNBQ western star, is shown above with Johnny Kurz, 8, and his sister, Carol, 10, who along with their mother and dad shared a week's vacation as first prize on a recent Bunte Tango contest on channel 5.

Johnny, a polio victim, rode horses, visited rodeos, swam and did all the things every boy dreams about doing out west, since the prize was a week at the Lazy "R" ranch in Woodland Park, Colorado.

# Shows Open to Public

**WENR-TV**—20 N. Wacker Dr., AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABCivic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance); "Sachs Amateur Hour," Sunday 12:30-1:30 p.m.; "Parade," Monday 7 p.m.; "Courtesy Hour," Friday 10-11 p.m. "Gloom Dodgers," Sundays, 9-9:30 p.m.

**WGN-TV**—435 N. Michigan, SU 7-0200. Tickets: Guest Relations, Tribune Tower. Rubins "Stars of Tomorrow," Sunday 9-9:30 p.m.; Following shows open to public at the Chicago Fair: "Tom Wallace Show," Monday thru Friday 10 a.m.; "Chicago Cooks With Barbara Barkley," Monday thru Friday 11-12 p.m.; "Hi Ladies," Tuesday, Wednesday, and Thursday 4-4:30 p.m.; "Individually Yours," 10:40-11 a.m.; "Stop, Look, and Learn," Monday 4-4:30 p.m.; "Spell With Isbell," Wednesday 7:30-8 p.m.; "They Stand Accused," Sunday 8-9 p.m.; "Al Morgan Show," Monday 7:30-8 p.m.; "TV Beauty Contest," Thursday 8:30-9:30 p.m.; "Telephone Game," Monday thru Friday 4:30-5 p.m.; Cartune-O," Friday 7-8 p.m.

**WNBQ**—Merchandise Mart, SU 7-8300. Guest Relations, Mart, Chicago 54. Audience participation shows suspended for the summer.

**WBKB**—190 N. State, RA 6-8210. Tickets: "Ernie Simon's Curbstone Cutup," Monday through Friday 10 p.m. (No tickets needed, Show telecast under marquee of State-Lake theater.) Admiral TV Talent Hunt, Wednesday 8:30 p.m. "Al Benson Show," Saturday 9:30 p.m.; "Saturday Night Party," Saturday 10:30 p.m. (Write c/o Don Drake.); "Show Kids," Sunday 11:30 a.m.-12:30.

*TV Forecast for July 27, 1950*

# Thursday

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

**10:00** **9 Tom Wallace Show** Packed with news, tips, music, and guest stars

**11:00** **4 Multiscope News** on the ticker tape
**7 Bob And Kay** talk about and do the things you wish them to
**9 Chicago Cooks** Homemakers' time-saving devices on food preparation told by Miss Barkley

**12:00** **4 Bill Evans Show** Catalog of musical selections, tales, and other tid-bits
**7 Bob And Kay** (continued)
**9 Tom Wallace Show** (continued)

**12:30** **9** **Stop The Record** Musical quiz featuring records & clues

**12:50** **9 Batting Practice** by Harry Creighton

**1:00** **4 Multiscope News** on the ticker tape

**1:05** **9 Lead-Off Man** with Harry Creighton

**1:20** **9 Baseball:** Sox vs Washington

**3:00** **4 Homemakers' Exchange** A favorite recipe may win you a prize

**3:30** **4 Multiscope News** on the ticker tape
**7 Beulah Karney Show** Foods adventures
**9 Extra Inning** with Jack Brickhouse summing up scores of other games

**4:00** **7 Kay Morrow Show** Fashion conscious women take note, here's a dress to fit your bowling needs. Also Buddy Bomar with some bowling tips
**9 Hi Ladies** Antics of Tommy Bartlett and ladies as he interviews them

**4:30** **4 TV Billboard** Ticker tape news
**5 Howdy Doody Show** No end to comic situations drummed up by Clarabell
**9 Telephone Game** Jean Mowbry and Bill Bailey co-emcee quiz

**5:00** **4 Comic Capers** Funnies from today's newspapers read by Don & Vera
**5 Cactus Jim** Western feature film "Rainbow Valley" II
**9 Small Fry Club** Chatterfest and game time led by Bob Emery

**5:15** **4 Time For Beany** Lessons in sportsmanship delivered via adventure tale

**5:30** **4 Lucky Pup** Sorcerer, Foodini, conjures up crazy situations
**9 Trail Blazers' Theater** Western film "Riding the Cherokee Trail" II

**5:45** **4 Wrangler's Club** Western feature film

**6:00** **4 Film Shorts**
**5 Ransom Sherman** Discussion may range from social improvements to home tips or gardening instructions
**7 Paddy The Pelican** tells another wonderful tale with the aid of Pam
**9 Captain Video** uses many of his own inventions to catch evil doers

**6:15** **4 Hollywood Tele-Views** Sunda Love interviews the celebrities
**7 Hold 'Er Newt** with Newton Figg general store proprietor in Figg Center

**6:30** 4 **Herb Graffis Show** Commentary
5 **John Conte's Little Show** Musical
7 **Adventure Time** Feature film serial
9 **Danny O'Neil At Home** Musical

**6:45** 4 **Window Shopping** with Pat Banks
5 **News Caravan** with John C. Swayze
7 **Fiana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

**7:00** 4 **Ship's Reporter** Departing celebrities interview by Jack Mangan
5 **Leave It To The Girls** Maggi McNellis emcees panel discussion
7 **Stop The Music** Musical quiz with singing emcee Jimmy Blaine
9 **Film Varieties**

**7:15** 4 **Show Goes On** Talent buyers in search of professionals select, Robert Q. Lewis emcees and interviews

**7:30** 5 **Studs' Place** Discussions in beanery with Studs Terkel, Beverly Younger, Phil Lord and guest
9 **Stage Door Revue** Amateur session with Claude Kirchner mc (se pg. 19)

**8:00** 4 **Film Shorts**
5 **Star Revue** starring Jack Haley with singers, dancers, and comedians
7 **Party Time At Arthur Murray's** Newest and oldest in dance steps
9 **Morey Amsterdam Show** Variety with Morey and guests cutting capers

**8:30** 4 **Glamour-Go-Round** Ilka Chase keeps the verbal ball rolling
7 **Ruggles** High-powered kids keep mom and dad (Ruth Tedrow & Charles Ruggles) on their mental & physical toes
9 **TV Beauty Contest** Myron Wallace mc

**8:45** 4 **Harry Wismer Show** Commentary

**9:00** 4 **Trotting Races** From Roosevelt
7 **Roller Derby** narrated by Ken Nydell
9 **Wrestling From Madison** with Jack Brickhouse describing the matches

**9:15** 4 **Travel Time** Film

**9:30** 4 **Hit Spot** Johnny Paul singing emcee of musical revue

**9:45** 4 **Meet The Models** Fashion show and interviews with Charles Cavallo emcee

**10:00** 4 **Ernie Simon** The Curbstone Cutup
5 **Weatherman** Clint Youle

**10:10** 5 **Dorsey Connors Show** Commentary

**10:15** 4 **Ulmer Turner** and late news bulletins
5 **Today's Ball Game** Film highlights discussed and described by Tom Duggan
7 **Feature Film** "Prison Train" with Fred Keating as the demoted gang leader choosing death rather than the jibes of fellow inmates

**10:30** 4 **Sports Roundup** with Joe Wilson
5 **Clifton Utley** and late news items

**10:45** 4 **Tomorrow's Weather**
5 **But Not Forgotten** with Herbie Mintz

**10:50** 4 **Murder Before Midnight** Film segment

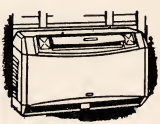
**11:00** 5 **Broadway Open House** Jerry Lester stars as emcee of variety revue

**11:15** 9 **Chicagoland Newsreel** Local news

**11:20** 4 **Treasure Hunt** Quiz

**(Stations reserve the right to change above listings without notice)**

WATCH TV
IN AIR-CONDITIONED COMFORT



Window Type Models for HOME or OFFICE

NO DOWN PAYMENT
IMMEDIATE DELIVERY

True air conditioning from Philco at lowest price in five years . . . brings you fullest comfort even on hottest days. Get all the facts now of how easy and inexpensive it is to BEAT THE HEAT! 'Phone or write at once.

NO WATER REQUIRED
NO PLUMBING • EASY TO INSTALL

*For Full Information Call*

PENSACOLA 6-7720

*Suburban People reverse charges*

IT'S R.H. FOR TV
R.H. Television Sales
5847 IRVING PARK BLVD.
Open 9AM to 9PM

# LADIES

## These are the shows to watch today

### 10:00 A.M. & 12 NOON

### "THE TOM WALLACE SHOW"

Something happening every minute

### 11:00 A.M.

### "CHICAGO COOKS WITH BARBARA BARKLEY"

You're sure to see a recipe you'll want to try

### 12:30 P.M.

### "STOP THE RECORD"

Music, fun and song

### 4:30 P.M.

### TELEPHONE GAME

It's easy. Hundreds win every week.

*TV Forecast for July 28, 1950*

# Friday

| WBKB 4 | WNBQ 5 | WENR-TV 7 | WGN-TV 9 |
|---|---|---|---|

**10:00** 9 **Tom Wallace Show** Package of morning pleasantries for early bird viewers

**11:00** 4 **Multiscope News** on the ticker tape
7 **Bob And Kay** Send in your vote before the contest closes
9 **Chicago Cooks** Hints to wives on the menu of the day from Miss Barkley

**12:00** 4 **Bill Evans Show** Mixture of music, information, and guests
7 **Bob And Kay** (continued)
9 **Tom Wallace Show** (continued)

**12:30** 9 **Stop The Record** Musical quiz

**1:00** 4 **Multiscope News** on the ticker tape
9 **Test Pattern**

**3:00** 4 **Homemakers' Exchange** Louise Leslie invites you to send in recipes

**3:30** 4 **Multiscope News** on the ticker tape

**4:00** 9 **Enchanted Road** Film

**4:15** 9 **Plan-A-Room** Information on settings and general info on decoration from Paul McAlister

**4:30** 4 **TV Billboard** Ticker tape news
5 **Howdy Doody Show** An old time movie is shown & narrated by Bob Smith
9 **Telephone Game** Quiz with lots of fun & prizes for right answers

**5:00** 4 **Comic Capers** Magic, fantasy, and fun with the puppets
5 **Cactus Jim** Western feature (pg. 19)
9 **Small Fry Club** Past-time pleasure for all youngsters

**5:15** 4 **Time For Beany** and his friends

**5:30** 4 **Lucky Pup** Youngsters find Foodini and Pinhead very bewitching
9 **Fairteen Club** honors the teen of the week, Norma Kasell emcee

**5:45** 4 **Wrangler's Club** with Texas Bruce narrating another western feature film

**5:55** 5 **Record Spotlight** with Howard Miller presenting a record artist

**6:00** 4 **Film Short**
5 **Ransom Sherman Show** Now you can see Rans and gang perform in person
7 **Paddy The Pelican** Follow his adventure story on page 29
9 **Captain Video** with Richard Coogan

**6:15** 4 **Ulmer Turner** Important news items
7 **Hold 'Er Newt** Ladies come and go at the general store, men stay to talk

**6:30** 4 **CBS News** Douglas Edwards reports
5 **Wendy Barrie Show** Interviews, guests, and general chatter
7 **Adventure Time** Feature film serial
9 **Danny O'Neil At Home** Musical revue

**6:45** 4 **Window Shopping** with John Dunham
5 **News Caravan** with John C. Swayze
7 **Flana-Grams** Sports commentary
9 **Chicagoland Newsreel** Local news

**7:00** 4 **Strange As It Seems** presents the forgotten footnotes in history
5 **Magic Slate** Drama based on short story
7 **Crusade In Europe** Last in the film series of Gen. Eisenhower's book, this is titled "Review"
9 **Cartune-O** Musical quiz which features Joan Barton vocalist, Arv Miller cartoonist, and Bob Trendler and the orchestra

**7:15** 4 **Film Shorts**

**7:25** 7 **Film Shorts**

**7:30** 4 **Detective's Wife** Adventures of Adam Conway whose life is complicated by murders with Lynn Bari & Donald Curtis

5 **Walt's Workshop** Mr. Durbahn designs and builds a youngsters play climber

7 **Roller Derby** narrated by Joe Hasel

**8:00** 4 **Treasury Bond Show** with Roy Knapp Instrumentalists featuring Bob Tilles and Dick Marx, Jayne Walton
5 **Life Begins At Eighty** Jack Barry emcees problem discussion for elders
9 **World Is Yours** Travel film "Canoe Country (Ontario)"

**8:15** 9 **Film Varieties**

**8:30** 4 **Songs For Sale** (2nd part) with Jan Murray mc, Rosemary Clooney and Tony Bennett vocalists
5 **The Clock** Mystery drama
7 **Tin Pan Alley TV** Johnny Desmond, Gloria Van, and Chet Roble presents tunes of Jack Yellen like "Ain't She Sweet" etc.
9 **Wrestling** by Jack Brickhouse

**9:00** 4 **Supreme Revue** Variety quiz with Earl Nightingale mc and Ginny Scott vocalist
5 **Cavalcade Of Sports** Film highlights from the world of sports
7 **Our Gal Toni** Miss Gilman interviews guest celebrities

**9:30** 4 **Meet The Models** Discourses on the life of the famous models
5 **Trotting Races** from Roosevelt
9 **Community Theater** Feature film "Thirty-Nine Steps" with Robert Donat

**9:45** 4 **Travel Time** Film

**10:00** 4 **Ernie Simon** The Curbstone Cutup (16)
5 **Weatherman** Clint Youle

7 **Courtesy Hour** Gala variety staged by Jim Moran emcee with outstanding talent entertainment

**10:10** 5 **Dorsey Connors Show** Commentary

**10:15** 4 **Wrestling From Hollywood** Film description by Russ Davis
5 **Today's Ball Game** with Tom Duggan

**10:30** 5 **But Not Forgotten** with Herbie Mintz

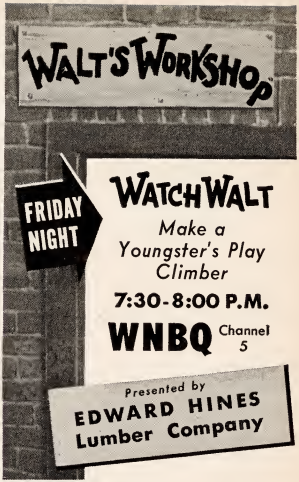
**10:45** 9 **Chicagoland Newsreel** Local news

**11:00** 4 **Tomorrow's Weather**
5 **Broadway Open House** starring Jerry Lester emcee of variety
7 **Fiana-Grams** Sports commentary
9 **TV Forecast**

**11:05** 4 **Murder Before Midnight** Film segment

**11:15** 7 **Tele News Digest**

**(Stations reserve the right to change above listings without notice)**

*For free tickets* to attend these Telecasts in ABC Civic Studio, Opera Building, write ABC Guest Relations, 20 N. Wacker Drive, Chicago.

# BEWARE!

## "SLIPPERY DAN"

## the Miracle TV Man!

**MIRACLE TV SERVICE**

- 2 bucks fixes your set!
- Make it work under water!
- Quick results—no cash!
- If your set works... it's a MIRACLE!!!

Let's examine the fine print! That small service charge grows and grows as you pay and pay. How long will his slipshod service hold up? Are you sure you received the new parts you paid for? Remember, a contract is as good as the man who makes it!

The TISA seal is your assurance of quality workmanship . . . TISA firms are financially sound and can back up all promises. These firms employ trained technicians that expertly test and service your TV set using only latest equipment and new parts. Call one of TISA's members for *guaranteed satisfaction.*

TELEVISION INSTALLATION SERVICE ASSOCIATION — TISA

## TELEVISION INSTALLATION SERVICE Association

**Auburn Park Electronics**
502 W. 79th Street — STewart 3-6391

**Chelten Television**
2913 East 79th Street — ESsex 5-3450

**Kent Engineering Company**
6250 South Spaulding Avenue — WAlbrook 5-7212

**Radio City**
5659 South Halsted Street — ENglewood 4-5557

**Television Engineers, Inc.**
1539 West Harrison Street — TAylor 9-4200

**Television Technicians, Inc.**
131 North Green Street — MOnroe 6-5748
380 E. St. Charles, Lombard — LOmbard 1236

**A West Side Radio & Television**
5647 West Madison Street — AUstin 7-5454

**Frank's Television And Radio**
6416 S. Peoria St. — WEntworth 6-4950

**Dealers Radio & Television**
816 West 58th Street — WEntworth 6-4040

**Walker Radio And Television Service**
3309-11 West Ogden Ave. — LAwndale 2-2000

**Television Service, Inc.**
3909 Irving Park — COrnelia 7-4121

**Video Tronics, Inc.**
1767-9 W. Armitage Ave. — EVergIade 4-4868

**Aide Sound & Radio Service Corp.**
5908 South Troy Street — PRospect 6-6575

**Central Television Service**
3730 North Southport Ave. — EAstgate 7-9500
6250 S. Marshfield Ave. — HEmlock 4-6300

**Fox Valley Television**
1098 Dundee Avenue, Elgin — Elgin 281

TV Sportscast

# "TV Hurts Attendance"; Big 10

by ED PAZDUR

Yes, television does hurt attendance at college football games and is harmful to college as well as high school athletics in general, exclaims the Big Ten Conference.

In determining their policy for the school year of 1950-51, Commissioner K. L. Wilson emphasizes that the Big Ten has not banned television, as is so widely publicized, but the conference has adopted a policy of "deferred or delayed television."

WILSON

**This policy provides that simultaneous or "live" television of conference football games shall not be permitted. However, complete film of the games will be made available for television on the Sunday immediately following the day the game is played.**

Does this seem unfair to current TV owners who enjoyed games last season on WGN-TV, WENR-TV, WBKB, and WNBQ. The conference has not forgotten its obligation to the public, explains Mr. Wilson, but it also has an obligation to all of its sister institutions. The entire athletic programs of these institutions are supported from football receipts and to endanger or damage this source of revenue is to damage the overall program of college and high school athletics.

Reports show evidence that attendance at college football games in the East and West coast areas had been adversely affected by television. But, there was no evidence that "live" television had definitely affected attendance at Big Ten games.

Commissioner Wilson is quick to point out that smaller schools prompted their actions since they were disastrously affected by TV showings of major football games in their area on the day they were playing. Many Conference institutions have received direct appeals from smaller schools, explaining the adverse affect that telecasting of Conference games had on their attendance.

*As a result, a two-day meeting was held recently to consider all the ramifications that have come about directly through TV. Attending these meetings were Conference Athletic Directors and non-Conference members. The two-day meeting produced an informative discussion with the following proclamations:*

"Television will have an adverse affect on attendance. It will affect the contest that is being televised as well as other contests in the reception area.

"TV does have a positive public relations influence, including the live television of a contest, the post-game filming of a complete game and the highlight filming of games.

"The fee to be charged for television rights to athletic contests, particularly football, is a debatable point. The so-called 'meter' plan for set owners might, in the future, be a solution for determining the true value of these rights.

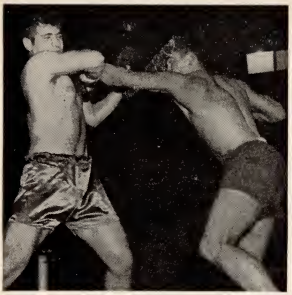
"To satisfy both obligations, the public and our sister members," commented Commissioner Wilson, "we have approved deferred television. The public will see the games, and at the same time our sister institutions are protected. Is that unreasonable?"

(NEXT WEEK: TV FORECAST *will present Jerry N. Jordan's contrary point of view when he attempts to show that TV does not harm but increases attendance. Don't miss it!*)

**Longest Match on Record**

In 1900, Iron-man Muldoon tussled with Professor Miller at Gilmore's Garden for 9 hours and 35 minutes without a stop. The gruelling contest ended in a draw.

**Please Say "I Saw It in TV Forecast."**



***Mitts fly hard and fast in "Tomorrow's Champions," seen over WENR-TV. Boxing fans are invited to attend as guests of TV Forecast. Details on page 28.***

## Newlyweds, Ailing Vet Win Wrestling Tickets

"I would like to see a live wrestling show because my husband and I have only been married for three weeks . . ." says *Mrs. Earl Kinney*, 2615 W. 45th Ave., Gary, Ind. These newlyweds and nine others are receiving free wrestling tickets to Rainbo arena.

Each week **TV Forecast** awards free ducats to readers presenting the most interesting and sincere letters explaining why they would like to see a live wrestling show.

*Mrs. George Thuerk* of 5114 S. Hamlin Ave., feels she has discovered the right remedy for her ailing ex-G.I. husband when she stated, "I would like to see him watching the fights there in the arena, that would be better for him than medicine."

### Wrestling Ticket Winners

Mrs. T. J. Murray
817 State St.
Hammond, Ind.

Mrs. George Thuerk
5114 S. Hamlin Ave.
Chicago 32, Ill.

Trevy Bischof
280 Hillside Ave.
Glen Ellyn, Ill.

C. Berg
724 E. Sibley Blvd.
Dolton, Ill.

Miss Carol Hansen
4906 Princeton Ave.
Chicago 9, Ill.

Mrs. Frank Courrier
5137 S. Kilbourn Ave.
Chicago 32, Ill.

Mrs. Frieda Tuomey
6054 S. Normal
Chicago 21, Ill.

Mrs. M. Wamil
1318 N. Bosworth Ave.
Chicago 22, Ill.

Mrs. Earl Kinney
2615 W. 45th St.
Gary, Ind.

Elmer S. Kempe
3906—177th St.
Hammond, Ind.

## Desort, Binder Latest Baseball Winners

For her convincing letter which almost turned out to be a dissertation, *Edith Desort* of Happy Days Farm, Palatine, Ill., won a Spalding baseball autographed by Bill Serena. Also recorded on the winning ledger is *Walter Binder*, 8036 White Ave., Lyons, Ill. Anyone can win these coveted baseballs, simply follow the contest rules within this column.

SERENA

**TV Forecast** is awarding these American or National League baseballs to fans submitting the best letter telling where the reader thinks the Cubs or Sox will finish this year in their respective league races. Write today as the contest will run for a limited time only.

### CONTEST RULES

1. An official entry blank must accompany each entry.
2. All entries become the property of Television Forecast, Inc., and will not be returned.
3. Decisions of the judges will be final.
4. The contest is open to all home and newsstand subscribers of TV Forecast.
5. There is no limit to the number of entries each week by an individual.
6. All entries must be signed in the handwriting of the entrant.
7. There is no age limit.
8. All entries must be neatly typed or written.
9. All entries must be postmarked before Friday midnight, July 26.
10. Winners will be announced two weeks after the close of each contest.

### HERE'S MY ENTRY

To: Geoffrey Hunter, Sports Dept.
TV Forecast Magazine
185 N. Wabash, Chicago 1, Ill.

Enclosed is my entry in this week's contest to win an autographed Spalding major league baseball by my favorite Cub or Sox player. I understand the rules of the contest. If I win, I would like to have my prize autographed by.....
.....of the Cubs (Sox). Circle one.

7/22

# Don Eagle . . . Like Father, Like Son

Don Eagle, pure blooded North American Indian from the Mohawk tribe and Iroquois nation, has ascended to wrestling heights on sheer ability. His appearance on any card assures the promoter a sell out. The Eagle has met and defeated some of the best in the U.S. His speed is amazing in view of the 215 pounds scattered proportionally over his 6′ 2″ frame which has made him one of the most popular grapplers in Chicagoland.

The 24-year-old Eagle has invested his wrestling earnings in several hundred acres of land in Island Pond, Vermont. When he's not exchanging grips with his opponents, Don migrates to his home in Caughnawaga reservation near Montreal, Canada.

Don's father, Chief War Eagle, who retired as the junior world's heavyweight champion, taught his son everything he knows of the wrestling art. The Chief started teaching Eagle wrestling techniques as soon as the youngster could walk.

Many of the holds Don uses as finishing grips originated in the mind of War Eagle. The famous Indian death lock was borrowed from Indian ancestors. They tied their enemy's legs around a small tree and left the warrior there to die. The Chief converted this to a punishing wrestling hold by substituting his arm or leg for the tree.

The tomahawk blow is another originated by the Chief and transferred to his son's repertoire. For months he worked to develop the muscles of his hand to take the shock of the tomahawk blow. Otherwise the force of the blow would cripple his hand.

WGN-TViewers have watched Don use these two crippling holds in all of his televised matches and they can usually tell when the Indian is maneuvering his opponent into the right position for the application of one or both grips.

Joe Savoldi, one of the former greats, classified Don Eagle as one of the greatest foot wrestlers produced. Joe claims that the Eagle has a hundred ways to handle an opponent with his legs and developed a foot nelson that is unbreakable.

DON EAGLE

Don will appear under Promoter Ray Fabiani's direction Wednesday night, July 26 on WENR-TV at Rainbo arena. (Matches at Parichy stadium are not telecast.)

## Win Free Tickets to Rainbo Wrestling!

**Ten pairs of tickets will be awarded each week to readers of *TV Forecast* Magazine writing the best letters of the week on the following subject—**

**"I would like to see a live wrestling show because....."**

**The contest is open to both men and women readers. Two tickets to Rainbo arena will be presented to persons whose letters are judged the most original, and interesting. There is no coupon to clip, nothing to buy.**

**The tickets are being made available thru an exclusive arrangement with Promoter Ray Fabiani and the publishers of this magazine.**

**Deadline for this week: midnight Wednesday, July 26.**

**Write: Sports Dept., TV Forecast, 185 N. Wabash, Chicago 1.**

# Carrasquel Fools TV Fans

By GEOFFREY HUNTER

**Al "Chico" Carrasquel,** the brilliant White Sox shortstop, has been described in the press and on television as being able to only understand such English phrases as filet mignon, hit, bat, shower, etc. Since this makes good copy and gives the boys something to write and talk about, Chico has dutifully fulfilled the role in which he has been cast. However, it comes as no surprise to his manager, **Red Corriden,** and his teammates that he speaks pretty good English.

Carrasquel has been studying during the two years he has been in the U.S. by reading the newspapers, conversing with ballplayers and conscientiously listening to records. As one of the Sox recently remarked, "Chico understands just as much as he wants to hear."

**John Meck,** the TV manufacturer of sets under his name and new president of Scott Radio & Television, is a flying sportsman who uses his plane in his business. Meck, who headquarters in Plymouth, Ind., flies to Chicago's Meigs airport in only 70 minutes from his office in Indiana. . . . **Jack Chichester,** once one of Chicago's outstanding tennis stars, now gets around the Midwest as a sales representative for Sentinel Radio & TV. . . . The Big Ten is asking $90,000 for 10 weeks of football films for showing on a network program in the fall, which is a lot of cash for the rights to show games which will be three days old when the public sees them on video.

Television people will watch with interest the results of the Pacific Coast Conference tie-up with TV. The powers that be out there are asking for a minimum attendance guarantee (the sponsor pays for a certain amount of empty seats supposedly caused by television). The same deal has been offered pro teams in Chicago but has met with rejection.

Negotiations are underway for the television of **George S. May's** All-American golf championships at Tam O' Shanter C. C., Niles, Ill., in August. The insect in the rubbing compound may be that stations may want to pass up Tam's tournament because of the recent raid made by States Attorney **John Boyle's** operatives who came up with enough slot machines to drop a curse on anything emanating from the swank club. . . . **Jim Kahn,** whose recent book on **Ed Barrow** of the Yankees appeared in serialized form in Collier's, is one of the press relations men responsible for the video presentation of harness racing from Roosevelt Raceway in New York. Kahn, closely associated with **Pres. Robert Johnson** of Maywood Park, will attempt to eliminate the difficulties encountered this year when Maywood's running was not on TV. Both Johnson and Kahn, along with **Clure Mosher,** the track's general manager, realize the value of television in promoting attendance at the oval.

**Wid Mathews,** the Cubs executive, recently returned from a trip over the country looking for pitchers to help the club but returned empty-handed and reported that he found nothing better than what the Cubs have at present. A wag in the press box inquired, "Do you mean to say there isn't someone in this great, wide nation of ours that can't do a better job than Voiselle?" Mr. Mathews elected to ignore that remark. . . . **George Janda,** radio and television director of Petesch, Hecht & O'Connor ad agency, is the same lad who once wrote those sparkling quips and summaries for many of Chicago's play-by-play sports announcers. He is already cooking up some interesting video fare for Chicagoans which will be presented in the fall.

## BOXING TICKETS AVAILABLE

**TV Boxing fans are invited to attend "Tomorrow's Champions" a weekly boxing show featured Tuesday night over WENR-TV, as guests of *TV Forecast.***

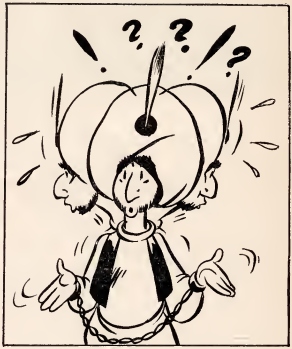
**Tickets are made available by special arrangement with Leonard Schwartz of Rainbo arena and the publishers of *TV Forecast.* Because of the expected demand, only two passes per letter will be issued. To obtain tickets, simply mail your name and address to: Sports Editor, TV Forecast, 185 N. Wabash, Chicago 1, Ill.**

## CHILDREN'S PAGE

# PADDY the PELICAN

by Sibley

*As the unknown helper had told me to do, I ate the food she brought to my cell . . .*




*I must admit, the meal was tasty—When I turned to thank the girl—She had vanished!!*

*I looked all over the dark dungeon for her, but she was gone. Suddenly I began to feel strange . . .*

*When I stared at my feet, Paddy, I knew it must have been something I et!*

(Continued next week)

Paddy is Seen Monday thru Friday at 6 P.M. on WENR-TV

DEAR BOSS:

Since the current vogue is to make lists of things I've compiled my own, the McCarthy List of Things I Can Do Without and Never Really Miss. Whereas it is mighty tempting to include the mother-in-law on such a list, I've refrained from the opportunity and am limiting it strictly to television.

1. Up high on the roster is Manny Opper, so-called conductor of the Bleacher's Club a pre-baseball distortion that tends to make me switch to anything else, including a test pattern.

2. Buck Rogers is not far behind. The man of the 25th century is exciting, in cartoon form, but the few episodes shown thus far lack enthusiasm, and from what I understand, the show has been cancelled in many cities.

3. Hank McCune. Maybe he tries too hard.

4. The fish swimming on the Bob and Kay show. Can't understand what place it has on a TV show? Once or twice, Yes, but must it be every day?

5. Cedric Adams. Maybe he's just nervous. Maybe it's because I've read his stuff before I saw him on the screen. Can't put my finger on it, exactly.

6. Mike Wallace's questions on the Tavern Pale beauty (?) contest, and the contestants replies.

7. The artist on the Tom Wallace show. His caricatures startle everyone, including the victims.

8. Al Benson's sign-off, "I'll Get By . . ."

9. Sunda Love and her so-called "Hollywood Tele-Views" with Chicago guests.

10. People in the studio audience waving at the cameramen.

How many of these match yours?

CHUB McCARTHY

---

**TV Forecast On Sale at Leading Newsstands**


# SUBURBAN

## *whiting, ind.*

RADIO CENTER
1542 119th St. Whiting 307

## *hammond, ind.*

MINER ELECTRONICS
7331 Calumet Ave. Sheffield 1653

## *northshore suburbs*

AIR VISION, INC.
1185 Wilmette Ave. Wilmette 6050
18 S. Genesee St. (Waukegan) Ontario 2150

## *highland, ind.*

HIGHLAND RADIO
8632 Kennedy Ave. Highland 1417, 8

## *gary, ind. and vicinity*

TV LAB'S
572 Washington St. Gary 9179


---

Wins Scholarship

**Mr. J. H. McCarthy, Chicago Mercury dealer, recently presented a $500 scholarship to Barbara LaBelle, 18, as a result of her excellent singing on "The McCarthy Gang." This television show, carried by WGN-TV, brought together the top singing talent youngsters in Chicago.**

# CHICAGO SERVICE COMPANIES

## *near north*

AMERICAL TELEVISION SERVICE COMPANY
1362 N. Sedgwick MOhawk 4-2300

FOSTER DAY & NIGHT TELEVISION SERVICE
3485 N. Clark GRaceland 7-2028

DEMING-CLARK RADIO AND TELEVISION SERVICE
2512 N. Clark LIncoln 9-1133

LEO J. J. KOET RADIO AND TELEVISION SERVICE
58 W. Maple DElaware 7-6848

FRITZEL RADIO & TELEVISION LABORATORIES
454 West North Ave. MIchigan 2-7100

## *north*

HARRY S. WALSH TELEVISION AND APPLIANCE CO.
7004-6 N. Western HO. 5-2949, 5-2895

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway LOngbeach 1-2250

FRITZEL RADIO & TELEVISION LABORATORIES
1139 Wilson LOngbeach 1-0003

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. GRaceland 7-2844

## *west*

EXPERT RADIO & TELEVISION SERVICE
15 S. Austin Blvd. EStebrook 8-0656
321 N. Laramie AUstin 7-9181

## *southeast*

CONSOLIDATED TELEVISION ENGINEERS
1344 E. 55th St. MUseum 4-7300

SOUTH SIDE TELEVISION SERVICE COMPANY
2651 E. 75th St. REgent 4-4045

## *south*

HAVILL'S TELEVISION SERVICE
1461 E. 55th St. PLaza 2-7800

AUBURN PARK DAY & NIGHT TELEVISION SERVICE
502 W. 79th St. STewart 3-6391

MONARCH TELEVISION COMPANY
7823 S. Halsted TRiangle 4-8049

AMERICAN RADIO LABORATORY
6321 S. University FAirfax 4-9000

CONSOLIDATED RADIO AND TELEVISION SERVICE
9353 Cottage Grove VIncennes 6-3100

## *southwest*

FRITZEL RADIO & TELEVISION LABORATORIES
6838 S. Ashland REpublic 7-8700

STANDARD TELEVISION SERVICE
4445 S. Talman VIrginia 7-5535

HIGHLAND RADIO AND TELEVISION LAB
1624 W. 79th TRiangle 4-8123

## *northwest*

TRYBUS RADIO & TELEVISION CO.
5247 W. Belmont PEnsacola 6-6034, 35

WEITZ RADIO AND TELEVISION SERVICE
2609 W. North Ave. HUmboldt 6-0290

CHICAGO TELEVISION SERVICE CO.
3813 W. Montrose COrnelia 7-2666

RCM RADIO AND TELEVISION
5657 W. Addison PAlisade 5-2144

# SPECIAL OFFER!

Elmer Katz has switched to TV Forecast

(Inertia Smith Cartoon)

## TV FORECAST Magazine, for a limited time offers

**33** **NEWS-PACKED Issues at the Special Rate of** **$3**

New or old TV set-owner, you'll want to take advantage of this special offer—33 weeks of Chicago's finest television magazine for the low price of $3. For the latest photos, stories and news of TV stars, read *TV Forecast*, the nation's fastest growing weekly.

**MAIL THIS COUPON OR PRESENT IT TO YOUR NEWSSTAND DEALER**

---

**TV Forecast, 185 N. Wabash, Chicago 1, Ill.**

**I want to take advantage of your special offer for a ☐ 33 issue subscription for $3. ☐ 1 year subscription for $5. ☐ 2 years, $8. ☐ I enclose $..... for ..... new subscriptions. ☐ Bill me.**

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

Allow three weeks for processing of subscription. Use separate sheet for additional subscriptions. A special greeting card will be mailed to the recipient of a Gift Subscription. Please indicate proper name of giver to be signed on card. 7/22

**Scanned from the collection of the Prelinger Library. 2019.**

**Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.**

University of California
CDL
California Digital Library

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org